



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in India

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Ambience and distribution help to improve penetration for cigars and cigarillos

Manufacturers feel that uniform taxation is the biggest impediment to sales of cigars and cigarillos

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Brands target premium consumers and take on perception biases

Hookah establishments have been reeling under bans in different states across India since the pandemic

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DISCLAIMER

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